

## Case Study

<b>Project</b>	Your Neighbourhood's Future – City Planning Strategy
<b>Organisation undertaking the engagement</b>	City of Perth
<b>Estimated cost of the engagement</b>	Survey design, engagement materials prepared in-house Engagement Outcomes Reporting approximately \$14,000 (consultancy cost)
<b>Estimated person hours associated with the engagement</b>	Approximately 150 hours

### What is the project?

This project is still underway and involves community and stakeholder engagement in the development of a Local Planning Strategy. Western Australia's *Planning and Development (Local Planning Schemes) Regulations 2015*, which sit under the *Planning and Development Act 2005*, require that these strategies be prepared for each local government area. The strategies inform the preparation of a new Local Planning Scheme for each local government area which are akin to local development plans.

### What were the objectives of the engagement?

The objectives of the engagement were to:

- build upon an earlier engagement campaign ('Share to Shape Your Capital' - 2017) which comprised visioning activities across the city-wide themes of people, culture, movement, natural and built environment and economy and posed 'informed visioning' questions at the city neighbourhood level
- obtain preliminary input from community and identified stakeholders to inform the development of the City Planning Strategy
- build relationships with communities in areas that have recently become part of the City of Perth
- incorporate the needs of diverse stakeholders including the Metropolitan Redevelopment Authority and other State Government Departments with significant projects in the local government area.

### What was the 'scope of influence'?

Community and stakeholders provided early insights about individual neighbourhood form and function to inform the development of the draft City Planning Strategy.

### What are the stages of engagement?

As at August 2018, the draft City Planning Strategy is still being developed. Targeted informal engagement with community and other stakeholders has been undertaken to inform the development of the draft document. Once the draft Strategy is certified by the Department of Planning, Lands and Heritage, formal

advertising and engagement will be undertaken in accordance with the Regulations. Formal advertising will include a range of communication methods, including standard methods such as letters seeking comment from residents and businesses, through to engagement activities made available on Engage Perth.

A new neighbourhood approach has been adopted as part of the preparation of the draft Strategy. The City has been divided into 'city neighbourhoods' utilising ABS Census Statistical Area Level 2 areas. Engagement on the formation and names of the neighbourhoods is expected to form part of the formal engagement on the draft Strategy.

## How was the early engagement undertaken?

Significant engagement had already been undertaken earlier in 2017 for 'Share to Shape Your Capital' as part of the preparation of the Strategic Community Plan and Perth City Snapshot. Preliminary engagement undertaken for the draft City Planning Strategy aimed to capitalise on and align with the outcomes and goodwill generated with this previous engagement.

To guide preliminary informal engagement, a stakeholder engagement plan was prepared to develop targeted activities for stakeholders identified and assigned against different engagement tiers (as per IAP2 methodology).

Preliminary engagement activities included:

- A dedicated online page on the city's Engage Perth website which provides project background, an up to date timeline, FAQ's and interactive ways to get involved. It was also used to share the outcomes of various stages of engagement. A project information page on the City of Perth website linked to the Engage Perth website
- An online survey (also available in hardcopy on request) sought feedback on what people thought about their neighbourhood. How do they use it? What do they value? What is it known for? What needs to be improved? Is there a strong sense of community? What type of dwelling do they live in? What sort of neighbourhood would like they to live in in the future? Do they have enough access to natural environments? What opportunities are there for its future?
- An interactive online mapping activity for each neighbourhood through which participants could select the neighbourhood they spent the most time in and drop 'pins' on their favourite places or places they think needed to be improved. Importantly, people could say why they felt that way about a place. This provided deeper insight for strategy development
- Random community intercept surveys (hard copy printout of the online survey) were conducted over a fortnight between 8am-7pm at various city neighbourhood locations
- Letters were sent to stakeholders (e.g. State Government, industry groups, education institutions, not for profit organisations) informing about the project and upcoming engagement opportunities
- A workshop was held with community members of one neighbourhood recently acquired by Council - this was important in building trust and relationships
- A workshop for State Government and peak industry groups was held to identify their current and future work plans for the Council area
- An online video was created using the City's 3D model to demonstrate what the City of Perth could look like in the future, taking into account anticipated growth, approved developments and known planning policy directions.

The Your Neighbourhood's Future project was promoted widely, including through adverts in local papers and in a postcard delivered to residential properties in the council area and distributed to city-wide visitor attractions, local cafes and entertainment businesses. Social media was used (including to share the 3D model video) and a dedicated webpage was established on council's engagement site 'Engage Perth'.

## How did Council ‘close the loop’?

The City’s website and Engage Perth webpage were updated after various activities to thank people for participating and to explain how their input would be used.

As at August 2018, the results of the engagement activities were being analysed and will ultimately be included as a technical appendix to the City Planning Strategy document. The results of the community workshop (and the survey for that neighbourhood) were also distributed to workshop participants.

To make it easy to participate, people did not need to register their details to provide input. However, people could register their details on Engage Perth to stay informed. The limitation was that unregistered participants were not able to be directly notified of future activities.

Participants in the State Government and industry stakeholder workshops will be directly involved in the review of the Draft Strategy document.

## How does this project demonstrate the Community Engagement Charter’s principles in action?

Principle	How this project reflects this principle in action
<i>Engagement is genuine</i>	The efforts of the City of Perth shows a genuine interest to engage, seeking early input, with the methods chosen more than what is prescribed under the <i>Planning and Development (Local Planning Schemes) Regulations 2015</i> .
<i>Engagement is inclusive and respectful</i>	The engagement for the City Planning Strategy sought to engage with groups who do not usually participate. Additional face to face engagement was undertaken in a neighbourhood where online engagement was not preferred. Promotion of the engagement was extended through non-traditional avenues such as educational institutions, community networks and industry bodies.
<i>Engagement is fit for purpose</i>	The City Planning Strategy will include strategies and actions broken down to the neighbourhood scale. The engagement is fit for purpose by tailoring activities to seek feedback at the neighbourhood scale, making feedback readily translatable to the strategy.
<i>Engagement is informed and transparent</i>	The project’s 3D modelling video used a creative approach to communicate what future policy changes could mean to the council area. Additionally, the dedicated webpage provides comprehensive information about the project and how to get involved and FAQ’s.
<i>Engagement is reviewed and improved</i>	An exercise to review ‘lessons learned’ is expected to be undertaken when the draft document is provided to the Department of Planning, Lands and Heritage for certification.  An internal summary report was prepared for the Engage Perth and community workshop outlining where the project met set targets and identified desirable outcomes and measures of success.

[engage.perth.wa.gov.au/your-neighbourhoods-future](http://engage.perth.wa.gov.au/your-neighbourhoods-future)

3D model video - [youtu.be/bbEtuz2oK3g](https://youtu.be/bbEtuz2oK3g)

This type of engagement process, or elements of, could be used in relation to the following designated planning instruments:

- regional planning
- rezoning under the Planning and Design Code



City of Perth

## Have your say.

The City of Perth invites you to contribute your aspirations for the future of the areas where you live, work and visit.

Get involved as we prepare a City Planning Strategy and help to shape the long-term vision for Perth's neighbourhoods.

Simply head to **engage.perth.wa.gov.au**. Alternatively, contact the City's Planning team on (08) 9461 3136.